

For people who like to smoke...



An invitation to compare your menthol cigarette with the quality of Benson & Hedges.



Ultra Lights: 8 mg "tar," 0.6 mg nicotine—Lights Blue: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 10 mg "tar," 1.0 mg nicotine av. per cigarette. FTC Report File No. 85

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Is your present cigarette short-changing your smoking taste? You won't really know until you try Benson & Hedges. Take this gift certificate to your favorite store, buy one pack, and we will give you one pack of any style Benson & Hedges free.



BENSON & HEDGES
because quality matters

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FBI 101C

Benson & Hedges Invites
An Invitation to Compare
Free Standing Insert—1989
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Wells, Rich, Greene, Inc.

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